

9-30-2017

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Recommended Citation

Georgia Southern University, "Georgia Southern is Tackling For A Cure" (2017). *Athletics News*. 1085.
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Georgia Southern is Tackling For A Cure

Alexis Poag

Football

Posted: 9/30/2017 9:54:00 AM

STATESBORO - Zeta Tau Alpha chapters across the nation host Think Pink and Pink Out games with their various universities each year to educate and raise awareness for breast cancer. Breast Cancer Education and Awareness is their national philanthropy and they strive to raise awareness for the disease so that more and more lives can be saved.

Breast Cancer Awareness month takes place in October and Zeta Tau Alpha works year-round to host events to raise funds for the disease. The pink ribbon is a universal symbol of breast cancer awareness and they have passed out millions of these ribbons since 1992. Zeta Tau Alpha also partners with the National Football League and the Bright Pink organization to raise awareness.

Georgia Southern plays Arkansas State on Wednesday and the ladies of Zeta Tau Alpha will host their annual Tackling for a Cure event. While in the past, this event has been aimed specifically at raising awareness for breast cancer, this year it will look to raise awareness for all types of cancer.

According to statistics provided by the American Cancer Society, cancer will affect an estimated 1,688,780 people in the United States in 2017. Breast cancer alone will affect an estimated 255,180 people. It is among the four major cancers along with colon and rectum, lung and bronchus, and prostate.

Zeta Tau Alpha will be set up in tents around the stadium and will be passing out a variety of free items, including pink ribbons and pink lemonade. They will also be selling T-shirts where 100 percent of the proceeds will be donated to Breast Cancer Education and Awareness. The American Cancer Society will have a booth set up and will be giving away free items and educational materials. There will be a recognition of cancer survivors during halftime as well.

Shannon Atkins, Zeta Tau Alpha's Philanthropy Chair, has been working diligently to prepare for Wednesday's event.

"Our goal is to just have a little bit of pink on every person in the stadium," said Atkins. "We like to have a little pink ribbon on every single person that goes in the game to remind them about this disease and the cause we are supporting."

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